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CONNECTCOMMERCE

Word Mark**CONNECTCOMMERCE****Goods and Services**

IC 042. US 100 101. G & S: providing a web-based application service, namely providing a web-based application for creating and controlling on-line marketing activities and the real time tracking and reporting of on-line transactions to measure rates of return and other sales and marketing performance statistics; providing use of online non-downloadable software for monitoring and controlling on-line marketing activities. FIRST USE: 19980401. FIRST USE IN COMMERCE: 19980401

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Marketers Struggle to Achieve ROI on `Affiliate Marketing' Programs; Dynamic Trade Brings Marketers to Next Level

Business Editors, Technology & Marketing Writers. Business Wire. New York: Jan 31, 2000. pg. 1

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Author(s): [Business Editors, Technology & Marketing Writers](#)
 Publication title: [Business Wire. New York: Jan 31, 2000. pg. 1](#)
 Source Type: Wire feed
 ProQuest document ID: 48610906
 Text Word Count 997
 Article URL: http://gateway.proquest.com/openurl?url_ver=Z39.88-2004&res_dat=xri:pqd&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&genre=article&rft_dat=xri:pqd:did=000

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Copyright Business Wire Jan 31, 2000

CHICAGO--(BUSINESS WIRE)--Jan. 31, 2000--Dynamic Trade Inc. announces an improved approach to developing affiliate marketing programs and is already helping online marketers move toward more profitable 'pay-for-performance' partnerships. The company is first to help marketers use performance marketing programs to fix customer/ order acquisition costs and boost sales - all without adding additional personnel. By allowing for a complete outsourcing of advanced technology and enhanced support services, Dynamic Trade acts as an extension to its customer's e-commerce team - filling a clear void created by 'technology-centric' providers in the affiliate marketing space. Further, through its service-centric approach, the company is first to help marketers move beyond affiliate marketing by helping them focus on securing highly targeted, more productive performance-driven partnerships.

As noted by [Forrester Research](#) in its October, 1999 report, "New Affiliate Marketing Models," marketers are struggling to create profitable affiliate channels - largely due to the many administrative and operational challenges involved in managing thousands of relationships. Keying on this need, Dynamic Trade offers the industry's first full-service e-marketing package that proactively builds and maintains performance marketing channels. Moving beyond requisite tracking and reporting technology, Dynamic Trade delivers services in vital areas:

[Table]

-- Network Services: Dynamic Trade's dedicated staff provides marketers with a focused approach to explore, target and

negotiate partnerships; plus, the company offers operational

support services including affiliate tech support,

communications, and payment services - all geared to help

marketers cope with administrative concerns and drive promotions

through affiliate channels.

[Table]

-- Advanced Technology: Dynamic Trade's ConnectCommerce(TM)

provides

sophisticated technology that delivers Web-based tracking and

reporting, mass and targeted network message updates, automated

and simultaneous product updates, as well as a host of other

features.

"Theoretically, the 'associate with many' concept behind affiliate programs is a sound one," says Dynamic Trade president and founder, James Crouthamel. "In practice, however, marketers are making two mistakes - under-investing in channel development and management, as well as taking an overly quantitative approach to affiliation. Our business development and operational support services provide marketers with a rapid, cost-effective means to take action on both issues."

Dynamic Trade's service philosophy is tied directly to the fact that a majority of affiliate network vendors supply good technology solutions, but they fall short in helping marketers to 1) correctly qualify and target partnerships; and 2) fully develop and manage these relationships. Inherently, Dynamic Trade provides deeper and more profitable ties with a focused group of content, community, incentive, loyalty and affinity-oriented Internet properties, such as Womenconnect.com, Give2schools.com, and MyPoints.com. Many of these properties are eager to provide shopping opportunities to their visitors or members via performance-based, revenue sharing relationships with marketers.

"Our affiliate program has exceeded our expectations to date," says Karen Gilliland, Director of Electronic Commerce at Hammacher Schlemmer. "We are confident that our relationship with Dynamic Trade will allow us to meet our objectives by focusing on affiliates that best fit our profile."

"While some marketers are striving to increase their sheer quantity of affiliate relationships, Dynamic Trade has emerged with a quality-focused approach that challenges the fundamental concept underlying most affiliate programs - the notion that connecting to tens of thousands of smaller Web sites is the true metric for success," says Derek Schwitters, manager of affiliate relations for Seattle-based greatfood.com. "We find a focused affiliate networking approach to be much more profitable in terms of increasing sales and securing new customers."

Affiliates are also pleased with Dynamic Trade's highly focused and hi-touch approach. "The technology and marketing challenges involved in connecting Quixtar Partner Stores with our Internet-based business are significant," says Jack Schripsema, Partner Store Manager for Quixtar.com, one of the most successful shopping sites on the Internet. "In order to provide our affiliated Independent Business Owners (IBOs) with their monthly bonus checks, we require Quixtar's Partner Stores to track purchases made using the identification numbers we've provided to each of our IBOs, Members and Clients - not to mention our EDI-based reporting requirements on the

back end," adds Schripsema. "Most of our Partner Stores are not ready to tackle such challenges on their own, nor are they able to commit the resources necessary to track the merchandise they sell through Quixtar. We have found that Dynamic Trade has helped our Partner Stores overcome many of these obstacles and achieve remarkable results."

Marketers have much more to gain through an aggressive, yet selective approach to partnering. This type of strategy requires more than reliable, scaleable tracking and reporting technology. It demands a team of experienced professionals who provide value to marketers as well as affiliate partners, and this is what Dynamic Trade provides - technology, services, and focused expertise on an outsourced, pay-for-performance basis.

About Dynamic Trade Inc.

Since 1998, Dynamic Trade Inc., (<http://www.dynamictrade.com>) has become a leading provider of performance-based marketing programs, including affiliate networks. The Chicago-based company helps e- marketers increase sales and simultaneously reduce customer acquisition and retention costs by facilitating revenue-share relationships with the Internet's most productive properties in the content, community and shopping aggregation categories. By offering online marketers a full-service solution suite based on advanced technology, enhanced service and market focus, the company is first to present online marketers with a complete outsourced solution for developing, managing and exploiting productive e-commerce partnerships. Uniquely, Dynamic Trade profits only from the success of the alliances that it creates and manages.

James Crouthamel, founder and president, is leading Dynamic Trade's aggressive market approach. Crouthamel is formerly of FastParts, the first Internet-based business-to-business 'pay-for- performance' auction service which was chosen by Upside Magazine as one of its "Hot 100" private companies for 1997. Dynamic Trade is backed by several organizations from Chicago's investment community, including Graystone Venture Partners and KB Partners, and Blumenstein Thorne Information Partners.

Dynamic Trade provides performance-based marketing programs to Hammacher Schlemmer, Neimen Marcus, [iOrvis](#), [iSpiegel](#), The Bradford Exchange, greatfood.com, Lionel, Foster & Gallagher, J.C. Whitney, Magellan's, AtYourOffice.com, and many others.

Marketers seeking productive and profitable performance-based programs may obtain more information about Dynamic Trade at [http:// www.dynamictrade.com](http://www.dynamictrade.com) or by calling (312) 644-6515.

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BRS	0	((@ad<20000817).ad. and ((clearing adj1 house or clearing\$1house or central or clearing-house or clearinghouse) or advertiser or marketer) and (merchant or vendor or seller) and (affiliate or member or partner or publisher) and (register registration join) and (format reformat standard common incompatible compatible) and (document) and protocol) and (messer).in.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/18 14:26
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BRS	461	(@ad<20000817).ad. and ((clearing adj1 house or clearing\$1house or central or clearing-house or clearinghouse or gateway) or advertiser or marketer) and (merchant or vendor or seller) and (affiliate or member or partner or publisher) and document and (register registration join) and ((format reformat standard common incompatible compatible) near10 (document))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/18 17:12
BRS	4	("6338059" "5634053").pn.	USPAT; US-PGPUB; EPO; JPO; DERWENT;	2004/04/18 17:11

			IBM_TDB	
BRS	5266	(@ad<20000817).ad. and ((clearing adj1 house or clearing\$1house or central or clearing-house or clearinghouse or gateway) and ((format reformat standard common incompatible compatible) near10 document))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/18 17:13
BRS	10987	(@ad<20000817).ad. and ((clearing adj1 house or clearing\$1house or central or clearing-house or clearinghouse or gateway) and ((format reformat standard common incompatible compatible) near5 (data or database) and document))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/18 17:14
BRS	2749	(@ad<20000817).ad. and ((clearing adj1 house or clearing\$1house or clearing-house or clearinghouse or gateway) and ((format reformat standard common incompatible compatible) near5 (data or database) and document))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/18 17:14
BRS	350	(@ad<20000817).ad. and ((clearing adj1 house or clearing\$1house or clearing-house or clearinghouse or gateway) and ((format reformat standard common incompatible compatible) near5 (data or database) near20 document))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/18 17:15
BRS	92	(@ad<20000817).ad. and ((clearing adj1 house or clearing\$1house or clearing-house or clearinghouse or gateway) and ((format reformat standard common incompatible compatible) near5 (data or database) near20 document)) and (partner) and (register or registration)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/18 17:17
BRS	19	(@ad<20000817).ad. and ((clearing adj1 house or clearing\$1house or clearing-house or clearinghouse or gateway) and ((format reformat standard common incompatible compatible) near5 (data or database) near20 document)) and (partner) and (register or registration) and (create near20 account)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/18 17:30
BRS	18	(@ad<20000817).ad. and ((clearing adj1 house or clearing\$1house or clearing-house or clearinghouse or gateway) and ((format reformat standard common incompatible compatible) near5 (data or database) near20 document)) and (partner) and (register or registration) and (create near10 account)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/18 17:31
BRS	18	(@ad<20000817).ad. and ((clearing adj1 house or clearing\$1house or clearing-house or clearinghouse or gateway) and ((format reformat standard common incompatible compatible) near5 (data or database) near10 document)) and (partner) and (register or registration) and (create near10 account)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/18 17:31
BRS	18	(@ad<20000817).ad. and ((clearing adj1 house or clearing\$1house or clearing-house or clearinghouse or gateway) and ((format reformat standard common incompatible compatible) near5 (data or database) near10 document)) and (register or registration) and (create near10 account)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/18 17:32
BRS	28	(@ad<20000817).ad. and (EDI or (electronic adj3 data adj3 (interface or interchange)) and ((format reformat standard common incompatible compatible) near5 (data or database) near10 document)) and (register or registration) and (create near10 account)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/18 17:35
BRS	10	((@ad<20000817).ad. and (EDI or (electronic adj3 data adj3 (interface or interchange)) and ((format reformat standard common incompatible compatible) near5 (data or database) near10 document)) and (register or registration) and (create near10 account)) not ((@ad<20000817).ad. and ((clearing adj1 house or clearing\$1house or clearing-house or clearinghouse or gateway) and ((format reformat standard common incompatible compatible) near5 (data or database) near10 document)) and (register or registration) and (create near10 account))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/18 17:33
BRS	28	(@ad<20000817).ad. and (EDI or (electronic adj3 data adj3 (interface or interchange)) and ((format reformat standard common incompatible compatible) near5 (data or database) near50 document)) and (register or registration) and (create near10 account)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/18 17:35

BRS	0	(amazon.com).as. and royalties	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/19 13:44
BRS	0	(amazon.com).as. and royalty	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/19 15:10
BRS	3	(befree).as. or (linkshare).as. or (clicktrade).as.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/19 15:11
BRS	9	befree linkshare clicktrade	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/19 16:56
BRS	16	(blinn).in. and format	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/19 16:56
BRS	6	705/26.ccls. and (blinn).in. and form	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/19 16:58
BRS	0	705/26.ccls. and (blinn).in. and form and ((create creating) near5 site)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/19 16:59
BRS	5	705/26.ccls. and (blinn).in. and form and ((create creating) near5 web)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/19 16:59
BRS	0	705/26.ccls. and (blinn).in. and form and ((create creating) near5 web near2 site)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/19 16:59
BRS	2	705/26.ccls. and (blinn).in. and form and (web near2 site)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/19 17:00
BRS	6	705/26.ccls. and (blinn).in. and form and (web near2 page)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/19 17:01
BRS	10	705/26.ccls. and ((blinn).in. or conklin).in. and form and (web near2 page)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/20 07:20
BRS	9	705/26.ccls. and ((blinn).in. or conklin).in. and form and (web near2 page) and ((database or data) near5 (field or format))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/20 07:22
BRS	8	705/26.ccls. and ((blinn).in. or conklin).in. and form and (web near2 page) and ((database or data) near5 (field or format)) and (registration or register or registering) near10 (form document application account)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/20 08:47
BRS	42	(705/\$\$).ccls. and (web or internet or www) near5 (advertising advertisement advertise) and ((closed or close or open) near2 loop)	USPAT; US-PGPUB; EPO;	2004/04/20 08:49

			JPO; DERWENT; IBM_TDB	
BRS	42	(705/\$\$).ccls. and ((web or internet or www) near5 (advertising advertisement advertise)) and ((closed or close or open) near2 loop)	USPAT; US- PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/20 08:49
BRS	67	((web or internet or www) near5 (advertising advertisement advertise)) and ((closed or close or open) near2 loop)	USPAT; US- PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/04/20 08:49